



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

# Contract # 336877

**Schedule Dates** 10/16/12-10/22/12  
**Advertiser** Pol/R Casey/D/US Senate (16759)  
**Agency** Shorr & Associates (2909)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/R CASEY/D/SEN/PA (134170)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** D'ETTORRE, MICHAEL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** BOB CASEY :60 10/16  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/15/12  
**Last Modified** 10/15/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06374921  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,522.50  
**Net Total** \$25,627.50  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Oct. 2012  
**Spots** 18  
**Rate** \$30,150.00  
**Grand Total:** 18 \$30,150.00

(R)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/16/12-10/19/12	3	1:00	7A- 8A (EST)									4	\$1,700.00	\$6,800.00	Pittsburgh (WPXI)	TODAY 7-8A/1	10/15/12
2.0	Normal Line / Spot	10/22/12-10/22/12	3	1:00	7A- 8A (EST)									1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 7-8A/2	10/15/12
3.0	Normal Line / Spot	10/16/12-10/19/12	3	1:00	10A- Ellen									4	\$900.00	\$3,600.00	Pittsburgh (WPXI)	ELLEN/3	10/15/12
4.0	Normal Line / Spot	10/22/12-10/22/12	3	1:00	10A- Ellen									1	\$900.00	\$900.00	Pittsburgh (WPXI)	ELLEN/4	10/15/12
5.0	Normal Line / Spot	10/16/12-10/19/12	3	1:00	4:29P- Judge Judy 430p									4	\$1,450.00	\$5,800.00	Pittsburgh (WPXI)	JUDY 430-5P/5	10/15/12
6.0	Normal Line / Spot	10/22/12-10/22/12	3	1:00	4:29P- Judge Judy 430p									1	\$1,450.00	\$1,450.00	Pittsburgh (WPXI)	JUDY 430-5P/6	10/15/12
7.0	Normal Line / Spot	10/16/12-10/19/12	4	1:00	6:59P- Jeopardy									2	\$3,300.00	\$6,600.00	Pittsburgh (WPXI)	JEOP 7-730P/7	10/15/12
8.0	Normal Line / Spot	10/22/12-10/22/12	4	1:00	6:59P- Jeopardy									1	\$3,300.00	\$3,300.00	Pittsburgh (WPXI)	JEOP 7-730P/8	10/15/12
9.0.1	Closed Preempt	10/16/12-10/19/12	4	1:00	7:30P- WHEEL OF FORTUNE												Pittsburgh (WPXI)	WHEEL 730-8P/9	10/15/12
9.0.2	Closed Preempt	10/17/12															Pittsburgh (WPXI)	Pre-empt/Spot	
		10/19/12															Pittsburgh (WPXI)	Pre-empt/Spot	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.